

## »» Technology-Driven Market Intelligence

**TDMI** is a market research process designed specifically for technology-based assets.

### TDMI helps you understand:

- whether investing resources in a product idea or market diversification opportunity is worthwhile
- which markets and applications are most promising
- what steps to take to exploit market opportunities

### TDMI explores your idea, product, or capability, and determines:

- strengths and weaknesses
- potential applications
- trends and drivers that define the opportunity
- potential partners and customers, and potential competitors
- value and size of potential markets
- potential risks

## When should I consider TDMI?

		Market	
		Existing	New
Asset	New	✓	✓
	Existing		✓



“We have a great new product idea but we need technology to enable a critical feature.”

## CORE VALUE TO YOUR BUSINESS:

- »» **Specific** - highly focused on your needs
- »» **Systemic** - proven process and methods
- »» **Comprehensive** - broad perspective and thorough

Conducted by experienced technical and business experts with broad market knowledge and access to experts in many industries and technical disciplines

## CASE STUDY

### Start-up with visible light disinfection technology

#### Impacts:

- Validated value proposition for a specific market segment through primary research
- Connected client to partners and customers
- Found opportunities resulting in \$100k in new revenue within 1 year
- Client now expects this segment will deliver \$7 million in annual revenue long-term

## NEXT STEPS:



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